RJ REYNOLDS
TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1510
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

February 3, 1998

RJR Account #356150
Mr. H. Bowen
LAVIN CANDY CO.

MARCH: WINSTON B2G1F / PROMOTION #800115

Dear Harry:

WINSTON B1G1F product (6M), and Live product, has been ordered (see quantities listed below), as well as 30 skus of B2G1F Sleeve Display Kits (Item #538994) to pack and ship this promotion to your participating retail accounts. (Note that this product is not 'pre-sleeved' product)

WINSTON BRAND STYLE	#/ Cases B1G1F (6M)	B1G1F UPC Code	#/ Cases LIVE	LIVE UPC Code
FF Box	1	12300-11226	1 (12M)	12300-11212
Light Box	2	12300-11926	1 (6M)	12300-11906
Ult Lt Box	1	12300-70326	1 (6M)	12300-70306

Product / Premium Arrival: **February 23, 1998**

Ship Date to Retail: **Week of: March 9, 1998**

DISPLAY DETAIL (#538994)

SKU CUBE : 1.6700
SKU WT (w/o Product): 4.5000 **lbs**
Retail Sales Offer per Sku: **20 Offers**

***Billing per Sku*:** **4 Full Price Cartons**

EFT $ Amount: **$1,928.99**

PARTNERS 'BONUS' REPORTING DESCRIPTION **'WIN MAR B2G1F'**

51844 8511

Source: https://www.industrydocuments.ucsf.edu/docs/pppy0000

PROMOTION DESCRIPTION: SEE ENCLOSED *'WHOLESALER PACKING INSTRUCTIONS'*. OPEN WINSTON B2G1F SHIPPING CASE. REMOVE RED CARDBOARD INSERT AND PLACE ONE B1G1F OFFER INTO EACH WINSTON STYLE-SPECIFIC SLEEVE. ADD ONE 'LIVE' WINSTON PACK OF SAME STYLE TO EACH OFFER. PLACE RED CARDBOARD INSERT BACK INTO CASE AND SHIP TO RETAILER.

BRAND STYLES: WINSTON FF BOX / WINSTON LT BOX / WINSTON ULT LT BOX

DISPLAY BRAND LOAD:
* **4 CARTONS:**
  2 WINSTON LT BOX
  1 WINSTON FF BOX
  1 WINSTON ULT LT BOX
  EACH DISPLAY WILL CONTAIN TWENTY (20) B2G1F OFFERS.

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to **$56.00 (2 (12M) case(s) @ $28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: 162301
Enclosures:
- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

MARCAMB2.DOC

51844 8512

Source: https://www.industrydocuments.ucsf.edu/docs/pppy0000

WHOLESALER : 356150 LAVIN CANDY CO., INC. <DIRECT>
TEMPLATE : 800116 80300 WIN MAR B2G1F
TEMPLATE SEQ : 0038
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162201	162323	178080	NORMANS GROCERY	ST REGIS AVENUE	BLOOMINGDALE	NY	12913	1				(518)891-1890
162201	162323	619806	CODY'S GROCERY	2946 MILITARY TUR	WEST CHAZY	NY	12992	1				(518)561-6858
162201	162323	767109	E-M MARKET	156 BROADWAY	SARANAC LAKE	NY	12983	1				(518)891-2485
162201		209956	VARIN'S MARKET	MAIN STREET	ELLENBURG DEPO	NY	12935	1				(518)594-3972
162201		678261	NEPHEW'S GROCERY	PO BOX 160	WEST CHAZY	NY	12992	1				(518)493-4331
162301	162323	130258	NADIM'S CORNER GROC	495 RUGAR ST	PLATTSBURGH	NY	12901	1				(518)563-6921
162301		619736	CUMBERLAND BAY MKT	1544 CUMBERLAND H	PLATTSBURGH	NY	12901	1				(518)561-8411
162301	162323	705985	NORTHWAY DISCOUNT B	34 RILEY AVE	PLATTSBURGH	NY	12901	1				(518)561-0710
162301		799255	BETTY BEAVERS TRKST	GARVEY MILL RD	LEWIS	NY	12950	1				(518)793-2083
162301	162323	177788	CHUCK WAGON	121 BRINKERHOFF S	PLATTSBURGH	NY	12901	1				(518)563-6300
162301	162323	177790	VILLAGE MEAT MARKET	ESSEX ROAD	WILLSBORO	NY	12996	1				(518)963-8612
162301	162323	177844	FRECHETTES GROCERY	266 MARGARET ST	PLATTSBURGH	NY	12901	1				(518)563-1920
162301	162323	177852	LOUS GROCERY	38 SAILLY AVE	PLATTSBURGH	NY	12901	1				(518)563-6061
162301	162323	177923	H ROCKS GROCERY	959 ROUTE 22B	SCHUYLER FALLS	NY	12985	1				(518)643-8028
162301	162323	226793	LEWIS TRADING POST	ROUTE 9N	LEWIS	NY	12950	1				(518)873-9935
162301	162323	402300	ST DENIS GROCERY	120 CORNELIA ST	PLATTSBURGH	NY	12901	1				(518)561-9369
162301	162323	498171	SOUTHSIDE GROCERY	4788 CRETE BLVD	PLATTSBURGH	NY	12901	1				(518)561-6788
162301	162323	679124	BYRD'S COUNTRY STOR	38 STATION RD	WILLSBORO	NY	12996	1				(518)963-7277
162301	162323	752635	SMOKE-N-NEWS EMPORI	5155 US AVE	PLATTSBURGH	NY	12901	1				(518)563-8220
162301	162323	767981	BILL'S MINI MART	ROUTE 22B BOX 8A	MORRISONVILLE	NY	12962	1				(518)561-8500
162301	162323	787715	BORDERVIEW GROCERY	208 RIDGE RD	CHAMPLAIN	NY	12919	1				(518)298-3050
162302	162320	508066	SHARKEY'S II	WICKER STREET	TICONDEROGA	NY	12883	1				(518)585-3577
162302	162320	766966	SHARKEY'S I	MONTCALM	TICONDEROGA	NY	12883	1				(518)585-7527

PAGE BREAK TOTAL ACCOUNTS 23 TOTAL QUANTITY 23

TEMPLATE TOTAL ACCOUNTS 23 TOTAL QUANTITY 23

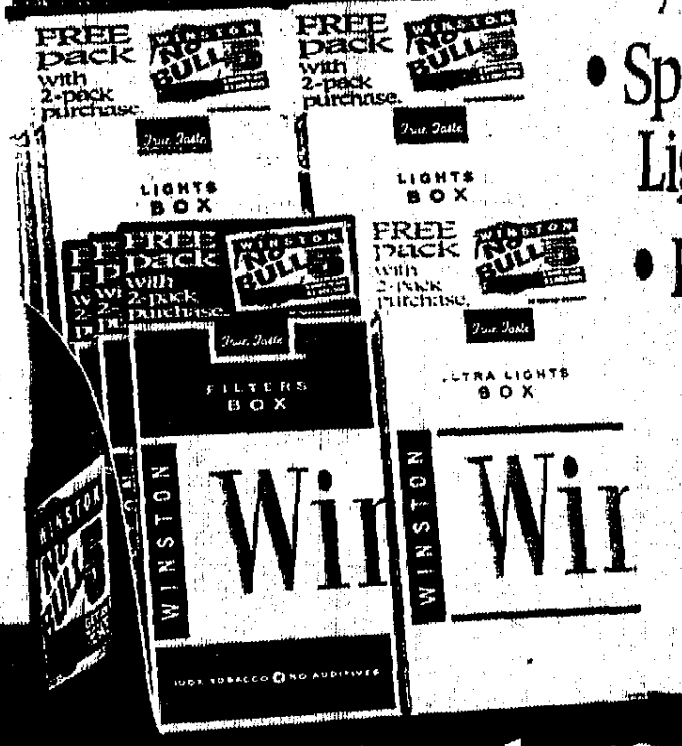
51844 8513

Source: https://www.industrydocuments.ucsf.edu/docs/pppy0000

FREE pack with 2-pack purchase

Smoke this.

FREE pack with 2-pack purchase.



- Kick off March with this offer: Buy 2 packs. Get one free.
- Special packaging in Full Flavor, Lights and Ultra Lights Box Styles.
- Dramatic counter display and poster.
- Another No Bull 5 way to build traffic.

51844 8514

©1998 R.J. REYNOLDS TOBACCO CO.

Source: https://www.industrydocuments.ucsf.edu/docs/pppy0000

WHOLESALER PACKING INSTRUCTIONS

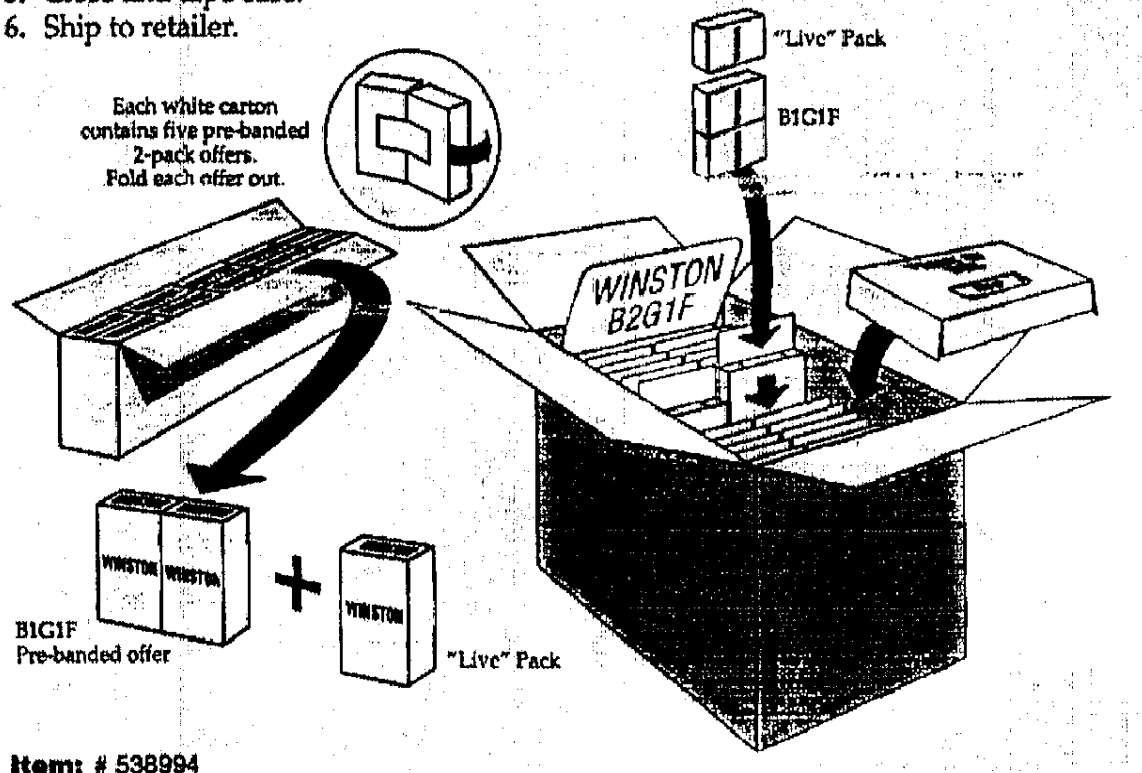
VALUE ADDED PROMOTIONS | **1ST QTR.'98**

March WINSTON B2G1F

(Buy 2 Packs Get 1 Free)

STEPS

1. Open WINSTON B2G1F shipping case. Remove red cardboard insert.
2. Place one B1G1F offer into each Winston style specific sleeve. **Promotional product is in white cartons, utilize 2 cartons Winston Lt. Box, 1 carton Winston FF Box and 1 carton Winston Ul.** Lt. Box.
3. Add one "live" Winston pack of same style to each offer.
4. Place red cardboard insert back into case. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.



Item: # 538994

Promotion Reporting Description: WIN MAR B2G1F

Brand Style	LT BOX	FF BOX	ULT LT BOX			
Number of Cartons	2	1	1			

51844 8515

Source: https://www.industrydocuments.ucsf.edu/docs/pppy0000